

# Increase Fund Raising Interest on Your Advisory Council

*Advisory Council members should be capable of helping you meet your needs, including fundraising. Once you have identified members who can perform this task, use these short and long-term strategies to keep your fund raising leaders involved in your project. Plan your actions on the last page*

## Short-term Strategies

### Be clear on expectations:

- \* Hold an Advisory Council meeting to discuss expectations. Agree on a list of expectations for every Advisory Council member.
- \* Ensure that expectations are clear to all Advisory Council members before they join the council. For instance, "I want to make sure that you realize that we ask all Advisory Council members to attend the annual dinner and to help sell tickets."

### Be aware and flexible:

- \* Do not expect every member of your Advisory Council to embrace fund raising equally. Rather, let members interests help inform assignments and build your "core" fund raising committee. Other Advisory Council members still provide important and valuable services and support.
- \* Be sensitive to possible health issues or personal reasons why a good Advisory Council member isn't participating as much as he or she has in the past.

Record any ideas here:

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### **Long-term Strategies**

**Note: These strategies are effective for Advisory Councils in general, not only for fund raising.**

- Build Advisory Council capacity and confidence in fund raising – invite experts from the community to a meeting to describe successes and tips
- Network with Advisory Councils from other projects
- Develop a list of favorite on line resources for community organizations and fund raising for reference and inspiration

### **Change Meetings:**

- \* Have an Advisory Council discussion or a written council survey on what makes it difficult for people to participate fully. *"Are there things we can change about the frequency, day, time, or length of Advisory Council meetings that would make it easier for people to attend?" "Are there things about the way that council meetings are conducted that would make it easier for people to attend or that would give help people want to attend?"*

### **Promote Productivity:**

- \* Consider whether Advisory Council participation is meaningful to council members. Have lunch with some of the "semi-active" members: *"I'm sensing that Advisory Council participation just isn't as substantive or significant as some council members want it to be. What do you think are the reasons, and what do you think we can do to make Advisory Council membership more meaningful?"*

### **Check in Periodically**

- \* Revise what is expected of Advisory Council members. Perhaps responsibilities have been given to council members that are unrealistic for any but the super-Advisory Council-member. Reduce the number of committees and utilize short-term task forces instead.

Record any ideas here:

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### **Goals and Actions for Involvement Worksheet**

*List your goals for Advisory Council member involvement and the action steps you will take to help them become more involved.*

**Six Month Goals:**      Month / year: \_\_\_\_\_

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**Action Steps for Advisory Council Members to Achieve Six Month Goals:**

**First Year Goals:**      Month / year: \_\_\_\_\_

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**Action Steps for Advisory Council Members to Achieve First Year Goals:**

<b>Year 200__ First 6 mos.</b>	
<b>Goals</b>	<b>Action Steps</b>

<b>Year 200__ Second 6 mos.</b>	
<b>Goals</b>	<b>Action Steps</b>